

**SYSTEM AND METHOD FOR EXECUTING USER-DEFINABLE
EVENTS TRIGGERED THROUGH GEOLOCATIONAL DATA
DESCRIBING ZONES OF INFLUENCE**

Abstract

5 A system and method for executing user-definable events triggered
through geolocational data describing zones of influence is described. One or
more zones of influence are defined. Each zone of influence is described by
stored geolocational data and forms a logically enclosed physical space. One or
more user-definable events are associated with each zone of influence. Each user-
10 definable event specifies a trigger condition based on the stored geolocational
data for the associated zone of influence. A location of a user device is identified
based on further geolocational data and at least one user-definable event is
triggered when the location of the user device substantially correlates to the stored
geolocational data for the trigger condition of the at least one user-definable
15 event.